Broadcasting Apr 29

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Poor first quarter; AnchorMedia wins round one

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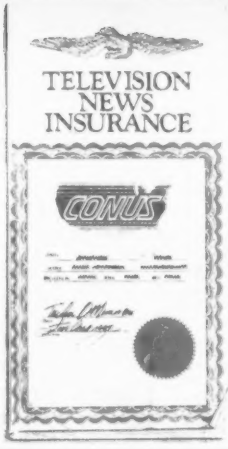

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Broadcasting 1931 1991

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Liberalization of rules on radio's multiple ownership, duopoly

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THIS WEEK

19 / RADIO CHANGES AHEAD?

The FCC plans to open a rulemaking May 9 to review multiple ownership and duopoly rules for radio. The proceeding will also take a hard look at time brokerage agreements.

20 / DOWN UPFRONT?

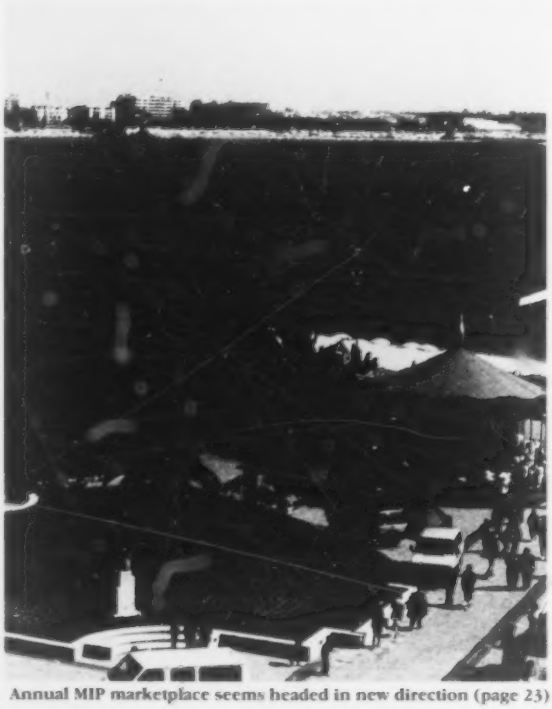
A weak scatter market and recession has the three networks and Fox in a less than advantageous position for this year's upfront. Last year, advertisers spent $4.35 billion in the prime time upfront, a figure no one expects to be matched this year. Media buyers are adamant that the networks will have to go out of their way to make sure that prices are cheaper than scatter or else there may not be much of an upfront at all. One bright spot for the networks: the children's upfront was surprisingly strong.

21 / GETTING READY FOR SWEEPS

The networks are gearing up for the May sweeps (April 25-May 22), wrapping up series story lines and introducing the last of the year's specials and made-for-TV movies.

22 / OLYMPICS GO FOR MORE THAN GOLD

NBC and Cablevision's pay-per-view Olympics will try to convince four of the largest cable networks to give up their channel space to carry the event for two weeks in 1992.



Annual MIP marketplace seems headed in new direction (page 23)

23 / MIP MARKETPLACE

The international television marketplace is changing, judging from last week's annual MIP-TV market in Cannes, France. Diminishing international taste for American shows, fiscal and regulatory uncertainties centering on fin-syn and quotas, and new visions of co-production all seem to be pushing the industry toward new ways of doing business.

26 / NEW SHOWTIME PRESIDENT

Showtime Networks Inc. has named Matt Blank, executive vice president, marketing, to be president and chief operating officer of the company. He said the premium program service will continue its commitment to original product and is attempting to fundamentally restructure its wholesale pricing and retail packaging.

27 / THE ART OF SHARING

CBS Entertainment President Jeff Sagansky said last week that he expects a time will come when TV series will be shared by a network and a cable channel to cover the series cost. He suggested that in the future a series would get two airings in a week, first on a broadcast network and then again on a cable channel.

28 / INTERNATIONAL OVERLAP

International producer/distributor REG Grundy Productions is joining with Chris-Craft/United TV station group and Pinelands Inc. to produce 26 first-run hour episodes of *Dangerous Women* for national syndication next fall.

33 / TIME SHARE

As more stations hit financial hard times, time brokerage agreements between co-located stations to lease out studios and/or air time are increasing. While the FCC has not formally addressed the issue, Mass Media Bureau Chief Roy Stewart observed that if it "can serve a public interest purpose by keeping stations viable and operating, it may very well increase the amount of program diversity in the market."

From a broadcaster's perspective, time brokerage provides a reasonable way to save the operator who is in a tough situation and can provide a means for the stronger station to expand in a tight market.

37 / HOLLYWOOD AND PAY PER VIEW

With an explosion in pay-per-view channels expected during this decade, movie studios are eyeing ways to make sure they are helping to light the fuse.

39 / TVKO SCORES WITH TKO

According to Time Warner's TVKO, the

heavyweight title fight between Evander Holyfield and George Foreman scored the highest buy rate ever.

41 / SCALING BACK

Changes in Washington news bureaus over the last seven months are more the result of reduced station revenue, wavering commitment to the bureaus from the home stations and belt-tightening of corporate news budgets, than of the quality of the news produced by the bureau. Although the trend has been in closing and downsizing of staff, the few remaining bureaus are surprisingly busy.

43 / FIRST QUARTER BLUES

First-quarter financial results reported last week lived up to their expectations—overall, profits were down for publicly held broadcast groups, with some experiencing double-digit declines. Comparisons for some station groups also suffered.

43 / ANCHORMEDIA WINS FIRST ROUND

AnchorMedia Group has been awarded $19 million in its lawsuit against Narragansett Capital for breach of contract, fraud and misrepresentation over AnchorMedia's 1988 $162-million purchase of Narragansett Television's ABC affiliate, KOVR-TV Sacramento, Calif. Narragansett will file a motion requesting the verdict be overturned.

44 / PROMOTION: MORE WITH LESS

Advertising and promotion budgets have been flat to down at most television stations over the last five years. Although station managers often say promotion is among a station's key operations, promotion budgets have not been immune to the belt-tightening going on throughout the Fifth Estate. Promotion executives not only have to deal with that, but also with a changing environment requiring them to work more with sales than ever before.

Sweeping ending: CBS wraps up 13-year run of 'Dallas' (page 21)

48 / BUT, FIRST

Before the new financial interest-syndication rules take effect, old settlements with the Justice Department must now be modified or repealed also.

49 / SURVEY SAYS

According to survey results released by the National Association of Telecommunications Officers and Advisors, cable rates are doubling and competition among cable operators is virtually nonexistent, even though few communities prohibit it. However, the National Cable Television Association said the survey findings are "cooked up."

52 / MONTREUX AGENDA SET

The world's leading television engineers will be in Montreux, Switzerland, June 13-18, for the 17th International Television Symposium and Technical Exhibition. Symposium events will include broadcast and cable technology sessions on HDTV, digital video and other technical advancements, a 250,000 square-foot equipment exhibition and the fourth International Electronic Cinema Festival.

53 / CARLTON BIDS FOR CHYRON

Carlton Communications, London, is bidding to acquire Chyron Corp., Melville, N.Y., manufacturer of character generators and other video production gear, following Chyron's Chapter 11 filing last fall. Montage Group Ltd., Keene, N.H., video editing system manufacturer, is considering a counter offer.

54 / THE RESHAPING OF CBC

In this "At Large" interview with BROADCASTING, Gerard Veilleux, president and chief executive officer of Canadian Broadcasting Corp., talks about the federal funding cuts and declining TV ad revenue affecting the CBC, as well as his hopes and plans for the corporation.

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Incorporating

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TELEVISION
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■ Cable

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Morning News. Dallas-Fort Worth Hilton Executive Conference Center, Grapevine, Tex. Information: (213) 851-7372.

ALSO IN MAY

May 5-June 16—"TV's Best Commercials: Soft Drinks," series at *Museum of Broadcast Communications*. 800 South Wells Street, Chicago. Information: (312) 987-1500.

May 5-8—*Association of National Advertisers* advertising financial management conference, "Advertising and Accountability." Walt Disney World Dolphin, Orlando, Fla.

May 5-11—31st annual Golden Rose of Montreux festival for light entertainment television programs, sponsored by *Swiss Broadcasting Corp.* and *City of Montreux, Switzerland*. Information: John Nathan, (212) 223-0044.

May 6-9—Nebraska Interactive Media Symposium, "A New Decade of Technology," forum for exploring strengths of various interactive formats, sponsored by *University of Nebraska-Lincoln*. Nebraska Center for Continuing Education, Lincoln, Neb. Information: (402) 472-3611.

May 7—*USA Network* local ad sales workshop. Boston Marriott Copley, Boston. Information: Tracey Muhlfeld, (212) 408-9170.

May 7—"Public Broadcasting in Britain and America," panel sponsored by BBC. Panelists include Michael Checkland, director general, BBC; Bruce Christensen, president, PBS; Erwin Duggan, FCC commissioner and Lawrence Grossman, senior fellow, Gannett Center, and former president, PBS. Annenberg auditorium, Willard Office Building, Washington.

May 8—Speech by film distributor Gretchen Ellsner-Sommer, seventh in series, "Getting Into the Business," sponsored by *Center for New Television*. 912 South Wabash, Chicago. Information: (312) 427-5446.

May 8—"Television's New Power Partnership: Advertisers and Regional Sports Networks," speech by John Severino, president and chief executive officer, Prime Ticket Network, to drop-in luncheon of *National Academy of Television Arts and Sciences, New York chapter*. Copacabana, New York. Information: (212) 768-7050.

May 8-14—First International Advertising Conference and Exhibition, sponsored by *International Advertising Association's China Chapter*. Theme: "Successful Advertising in a Changing Age." National Library of China, Beijing. Information: (212) 557-1133.

May 9—"How Vast the Wasteland Now?" lecture sponsored by *Gannett Foundation Media Center*. Kathryn Bache Miller Theater, New York. Information: (212) 280-8392.

May 10—*USA Network* local ad sales workshop. Greenbelt Marriott, Greenbelt, Md. Information: Tracey Muhlfeld, (212) 408-9170.

May 11—Employment assistance workshop, sponsored by *Institute of Electrical and Electronics Engineers, National Capital Area Council*. Sheraton Premiere, Tysons Corner, Vienna, Va. Information: (703) 321-7301.

■ **May 11**—"Children's Television: The State of the Art," forum sponsored by *Academy of Television Arts and Sciences, Activities Committee*. Moderator: Linda Ellerbee, television journalist-author. Among panelists: Shelley Duvall, Think Entertainment; Geraldine Laybourne, Nickelodeon; John Claster, Claster Television; David Kirschner, Hanna-Barbera; Gary Krisel, Walt Disney Television Animation; Leslie Lurie, NBC; Jenny Trias, ABC and Karen Jaffe, KidsNet. Beverly Hilton, Los Angeles. Information: (818) 953-7575.

ERRATA

April 8 story headlined "FTC Sues MMDS Filing 'Mill' " misidentified **United States Independent Microwave Association (USIMTA)** as USMTV.

Author of April 22 "Open Mike" headlined "F For Effort" should have been **Dale Kunkel,** PhD, assistant professor of telecommunications, Indiana University, Bloomington.

"Syndication Sales Scorecard" in April 15 issue inadvertently omitted **Goodman Entertainment Group's 1991-92 syndication launches of weekly children's programs,** *Wide World of Kids* and *KTV*. *Wide World* has been sold in 75% of U.S., while *KTV* has been cleared in markets representing 20% coverage.

■ **May 13**—Forum on international telecommunications standards-setting process, sponsored by *Bureau of International Communications and Information Policy of Department of State*. State Department, Washington. Information: (202) 647-2592.

May 13-14—Technical job fair, sponsored by *Institute of Electrical and Electronics Engineers, National Capital Area Council*. Embassy Suites Hotel, Tysons Corner, Vienna, Va. Information: (703) 321-7301.

May 13-15—"Pay Per View: Building to a Billion," second annual pay-per-view conference, sponsored by *Cable Television Administration and Marketing Society*. Marriott World Center, Orlando, Fla. Information: Bob Westerfield, (703) 549-4200.

May 14—*International Radio and Television Society* Broadcaster of the Year luncheon. Recipients: Robert MacNeil and Jim Lehrer, MacNeil/Lehrer NewsHour. Waldorf-Astoria, New York. Information: (212) 867-6650.

May 14—*Action for Children's Television* 19th annual awards ceremony and luncheon. National Press Club, Washington. Information: (617) 876-6620.

May 14-16—*Cable Television Administration and Marketing Society* service management master course. San Antonio, Tex. Information: (703) 549-4200.

May 15—"Cable's Next Breakthrough: Court TV," speech by Steven Brill, president, American Lawyer Media, and chief executive officer, Courtroom Television Network, to *National Academy of Television Arts and Sciences, New York chapter*. Copacabana, New York. Information: (212) 768-7050.

May 15—"Interdiction/off premise addressability," seminar sponsored by *Society of Cable Television Engineers, Penn-Ohio meeting group*. Cranberry Motor Lodge, Warrendale, Pa. Information: (716) 664-7310.

■ **May 15-16**—*Ohio Association of Broadcasters* spring convention. Stouffers, Cleveland. Information: (614) 228-4052.

May 15-18—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va. Information: (212) 682-2500.

May 15-19—Annual public radio conference, sponsored by *National Public Radio*. Sheraton, New Orleans. Information: (202) 822-2090.

May 15-19—21st annual National Educational Film and Video Festival. Among sponsors: *National Captioning Institute, Clorox Co., City of Oakland* and *California Council for the Humanities*. Oakland Museum, Exploratorium's McBean Theater and Oakland Convention Center, Oakland, Calif. Information: (415) 465-6885.

May 16—*USA Network* local ad sales workshop. Hyatt Westshore at Tampa International, Tampa, Fla. Information: Tracey Muhlfeld, (212) 408-9170.

May 16—*Advertising Club of Metropolitan Washington* annual "Radio Day 1991—A Sound Investment." Washington Hilton & Towers, Washington. Information: (301) 656-2582.

■ **May 16**—"How to Get a Job in the International Marketplace," sponsored by *New York Women in Cable*. HBO Media Center, New York. Information: Audrey Fontaine, (212) 916-1040.

May 16-17—*C-SPAN* invitational seminar. C-SPAN, Washington. Information: (202) 737-3220.

May 16-18—*New Mexico Broadcasters Association* 40th annual convention. Hyatt Regency, Albuquerque, N.M. Information: Dee Schelling, (505) 299-6908.

May 16-19—*American Women in Radio and Television* 40th annual convention, featuring presentation of new awards, AWRT Star Awards, for commitment and sensitivity to the issues and concerns of women. Omni, Atlanta. Information: (202) 429-5102.

May 18—Presentation of 43rd annual Los Angeles area Emmy Awards, sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

May 18—Presentation of National Headliner Awards, sponsored by *Press Club of Atlantic City*. Atlantic City, N.J. Information: (609) 272-7141.

May 19-21—*Concert Music Broadcasters Association* annual meeting, hosted by KING-FM Seattle. Seattle Sheraton, Seattle. Information: Peter Newman, (206) 448-3672.

May 19-21—*Washington State Association of Broadcasters* annual conference. Cavanaugh's Inn at the Park, Spokane, Wash. Information: (206) 286-2056.

May 19-25—*National Association of Broadcasters* small group seminars on investment opportunities in Europe, London and Paris. Information: Charles Sherman, (202) 429-5361.

May 20-21—*Illinois Broadcasters Association* congressional visits. Washington. Information: (217) 753-2636.

May 20-22—Media Summit on significant global business opportunities for media owners, advertising executives, international corporate presidents, bankers, investment analysts and program managers, organized by Johannesson & Associates S.A., Luxembourg. Waldorf Astoria, New York. Information: (352) 458473.

RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 4/8	ABC 9.7 / 16			MACGYVER (35) [11.4 / 19] 10.9 / 19	11.8 / 19	ABC MONDAY NIGHT MOVIE—THE BOYS (54) [8.9 / 15] 9.2 / 15	8.8 / 14	8.6 / 15	8.9 / 17
	CBS 14.3 / 24			EVENING (25) SHADE 12.8 / 22	MAJOR (13) DAD 14.6 / 24	MURPHY (5) BROWN 16.3 / 26	DESIGNING (7) WMN. 15.6 / 25	NORTHERN EXPOSE (22) [13.1 / 24] 13.5 / 24	12.6 / 24
	NBC 10.8 / 18			FRESH (40) PRINCE 11.2 / 19	BLOSSOM (48) 10.5 / 17	NBC MONDAY NIGHT MOVIE—SHE STOOD ALONE (47) [10.8 / 18] 10.6 / 17	10.5 / 17	11.2 / 20	11.2 / 21
TUESDAY 4/9	ABC 14.0 / 25			WHO'S THE (23) BOSS 12.4 / 23	BABY (32) TALK 11.7 / 20	ROSEANNE (3) 18.3 / 31	STAT * (4) 17.1 / 29	THIRTYSOMETHING (27) [12.3 / 22] 12.5 / 22	12.1 / 23
	CBS 7.8 / 14			RESCUE 911 (28) [12.2 / 22] 11.1 / 21	13.2 / 23	TUESDAY NIGHT MOVIE—ROMERO (79) [5.6 / 10] 6.5 / 11	5.2 / 9	5.2 / 9	5.3 / 10
	NBC 11.6 / 21			MATLOCK (28) [12.2 / 22] 11.6 / 22	12.8 / 22	SHANNON'S DEAL [11.3 / 20] 11.3 / 19	11.4 / 19	11.4 / 20	11.2 / 21
WEDNESDAY 4/10	ABC 11.3 / 20			WONDER (35) YEARS 11.4 / 21	GROWING (23) PAINS 12.9 / 23	DOOGIE (20) M.D. 13.7 / 23	ANYTHING (30) LOVE 12.0 / 21	GABRIEL'S FIRE (56) [8.8 / 17] 8.8 / 16	8.8 / 17
	CBS 10.0 / 18			BUGS (64) BNNY. [7.5 / 14]	PRIMETM. (70) PETS [7.1 / 12]	JAKE AND FAT MAN (35) [11.4 / 19] 10.8 / 18	12.1 / 21	48 HOURS (40) [11.2 / 21] 11.7 / 21	10.7 / 21
	NBC 12.2 / 22			UNSLVD. MYSTERIES (14) [14.5 / 26] 14.0 / 26	14.9 / 26	NIGHT (43) COURT [11.1 / 19]	DEAR (51) JOHN [9.5 / 16]	QUANTUM LEAP (32) [11.7 / 22] 11.6 / 21	11.7 / 23
THURSDAY 4/11	ABC 7.8 / 13			USERS GUIDE/EARTH (74) [6.5 / 11] 6.3 / 11	6.6 / 11	TWIN PEAKS (79) [5.6 / 9] 5.4 / 9	5.7 / 9	PRIMETIME LIVE (38) [11.3 / 21] 11.2 / 19	11.3 / 22
	CBS 9.1 / 16			TOP COPS (52) [9.3 / 16] 9.1 / 16	9.6 / 16	ANTAGONISTS (58) [8.6 / 14] 8.1 / 13	9.1 / 15	DORE'S FAMILY (57) [8.7 / 16] STUMP 9.9 / 17	8.6 / 16
	NBC 14.1 / 24			COSBY (17) 13.9 / 25	DIFFERENT (9) WORLD 15.1 / 26	CHEERS (1) 18.8 / 31	SEINFELD (15) 14.3 / 24	L.A. LAW (40) [11.2 / 20] 11.2 / 19	11.2 / 21
	FOX 8.2 / 14			SIMPSONS (46) 11.0 / 20	TRUE (71) CRUSP. 7.0 / 12	BEVERLY HILLS, 90210 (66) [7.4 / 12] 7.1 / 12	7.7 / 13		
FRIDAY 4/12	ABC 13.3 / 25			FULL (16) HOUSE 14.1 / 28	FAMILY (11) MAT. 14.7 / 27	PERFECT STRANG. (34) [11.6 / 21] 11.4 / 21	11.7 / 21	20/20 (18) [13.8 / 27] 14.1 / 27	13.5 / 27
	CBS 8.9 / 17			GUNS OF PARADISE (64) [7.5 / 14] 6.9 / 14	8.0 / 15	DALLAS (43) [11.1 / 20] 10.8 / 20	11.4 / 20	TRUE DETECTIVES (59) [8.1 / 16] 8.0 / 15	8.1 / 16
	NBC 7.2 / 13			BLACK EAGLE (77) [5.8 / 11] SAVAGE 5.7 / 11	5.9 / 11	HUNTER (63) [7.7 / 14] 7.4 / 14	8.0 / 14	MIDNIGHT CALLER (60) [8.0 / 15] 7.9 / 15	8.1 / 16
	FOX 3.8 / 7			AMR'S MOST WANTED (85) [4.8 / 9] 5.0 / 10	4.6 / 9	DEA: SP TASK FORCE (88) [2.8 / 5] 2.8 / 5	2.8 / 5		
SATURDAY 4/13	ABC 7.4 / 15			YOUNG RIDERS (73) [6.7 / 14] 6.6 / 14	6.7 / 13	ABC SATURDAY NIGHT MOVIE—DEAD ZONE (62) [7.8 / 15] 6.8 / 13	7.3 / 14	8.3 / 16	8.7 / 17
	CBS 6.6 / 13			FLASH (78) [5.7 / 12] 5.2 / 11	6.2 / 12	CBS SATURDAY NIGHT MOVIE—HIGHER GROUND (71) [7.0 / 13] 6.1 / 11	6.1 / 11	7.8 / 15	7.9 / 16
	NBC 11.6 / 23			AMEN (60) 8.0 / 17	DOWN (50) HOME 9.8 / 20	GOLDEN (11) GIRLS 14.7 / 28	EMPTY (9) NEST 15.5 / 28	CAROL & COMPANY (43) [11.1 / 22] 11.4 / 22	10.8 / 21
	FOX 4.3 / 8			TOTALLY (86) H. VD. 3.8 / 8	YEAR- (87) BOOK 3.0 / 6	COPS (82) 5.0 / 9	COPS 2 (81) 5.5 / 10		
SUNDAY 4/14	ABC 11.0 / 19	LIFE GOES ON (68) [7.2 / 14] 6.2 / 12	8.3 / 15	AMR. FUN (6) VIDEO 15.8 / 27	AMR. FUN (8) PPLE. 15.4 / 25	ABC SUNDAY NIGHT MOVIE—THE PERFECT TRIBUTE (48) [10.5 / 18] 10.8 / 17	10.6 / 17	10.5 / 18	10.2 / 19
	CBS 14.5 / 25	60 MINUTES (2) [18.6 / 35] 18.0 / 35	19.2 / 35	MURDER SHE WRT. (21) [13.5 / 22] 13.3 / 22	13.6 / 22	CBS SUNDAY MOVIE—CHILD IN THE NIGHT (23) [12.9 / 22] 12.3 / 20	12.8 / 21	13.3 / 23	13.1 / 24
	NBC 7.8 / 13	SUPER BLOOPS. (76) [6.0 / 11] 5.5 / 11	6.5 / 12	R. LEE W.J. PAULEY (68) [7.2 / 12] 6.4 / 11	8.0 / 13	NBC SUNDAY NIGHT MOVIE—KILLER INSTINCT (53) [9.0 / 15] 8.7 / 14	8.8 / 14	9.1 / 16	9.3 / 17
	FOX 8.0 / 14	BRUCE (82) 5.0 / 10	P. LEWIS (82) 5.0 / 9	LIVING (54) COLOR 8.9 / 15	GET A LIFE (66) 7.4 / 12	MRD. WITH (18) CHILD. 13.8 / 22	TOP OF (31) HEAP 11.9 / 19	COMIC STRIP LIVE (75) [6.1 / 11] 6.8 / 12	5.5 / 10

WEEKLY PRIME TIME AVERAGE	ABC 10.7 / 19	CBS 10.3 / 18	NBC 10.6 / 19	FOX 6.4 / 11
SEASON PRIME TIME AVERAGE	ABC 12.4 / 21	CBS 12.3 / 20	NBC 12.6 / 21	FOX 6.5 / 11

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

RIDING GAIN

JACOR FINANCIAL RESULTS

Cincinnati-based Jacor Communications Inc. reported financial results for the first quarter, ended March 31. The company reported broadcast revenue of $14,585,267 for the first quarter in 1991, down from the first quarter of 1990's net revenue of $19,130,351. The company attributed the decrease to the sale of radio stations WMJI(FM) Cleveland and WYHY(FM) Gallatin, Tenn., and the sale of Eastman Radio. The sale of the two radio stations in January increased net income to $6,941,264 for the first quarter, compared to a net loss of $5,323,052 for the same period in 1990.

Jacor reported an operating loss of $901,333 for the first quarter of 1991, compared to an operating loss of $1,099,483 for the same period in 1990.

FROM CABLE TO RADIO

C-SPAN will launch a weekly radio program in September. The hour-long *C-SPAN's Weekly Radio Journal* will be available free to radio stations via NPR's radio system. The network will take selected programs from C-SPAN's networks and package them for radio. A pilot for the 13-week program will be previewed at the Public Radio Conference in New Orleans May 15.

MORE ARBITRON NUMBERS

Arbitron quarterly ratings for Washington, Dallas-Fort Worth and Houston-Galveston were released last week. The strength of news-formatted stations increased in Washington, where WTOP(AM) jumped from a 3.5 in the fall survey, to a 6.5 during the winter. WPGC-FM continued to dominate the market, although it dropped from an 8.1 to a 7.3. In Dallas, the top three stations in the fall survey continued to lead the market, although all three lost ratings points. In Houston-Galveston, KIKK-FM continued to lead although it dipped slightly, 8.4 to 8.2.

Station	Format	Fall '90	Winter '91
7. Washington			
WPGC-FM	CHR	8.1	7.3
WGAY-FM	Easy	6.8	6.9
WTOP-AM	News	3.5	6.5
WKYS-FM	Urban	4.8	5.3
WMZQ-AM-FM	Country	6.4	4.9
WRQX-FM	AC	3.0	4.8
WASH-FM	AC	3.5	4.5
WMAL-AM	News/talk	4.6	4.4
WLTT-FM	AC	3.0	4.1
WAVA-FM	CHR	4.0	3.8
8. Dallas-Fort Worth			
KSCS-FM	Country	10.0	9.1
KVIL-AM-FM	AC	8.5	6.9
KPLX-FM	Country	7.4	6.6
WBAP-AM	Country	4.5	6.2
KKDA-FM	Urban	5.3	5.7
KRLD-AM	News/sports	4.9	5.5
KTXQ-FM	AOR	5.4	5.4
KEGL-FM	CHR	4.2	4.4
KJMZ-FM	Urban	2.7	4.0
10. Houston-Galveston			
KIKK-FM	Country	8.4	8.2
KILT-FM	Country	7.5	7.5
KMJQ-FM	Urban	7.9	6.6
KTRH-AM	News	5.2	5.4
KLOL-FM	AOR	5.9	5.3
KODA-FM	Soft AC	4.4	5.3
KKBQ-AM-FM	CHR	4.2	4.6
KQUE-FM	Nostalgia	3.3	4.6
KHMX-FM	Mix	6.6	4.2
KLTR-FM	AC	3.9	3.5
KZFX-FM	Classic rock	2.6	3.5

In other news, the Arbitron Ratings Co. said it would delist WWFE(AM) from the Miami-Fort Lauderdale printed radio report due to station on-air activity that violated Arbitron's Ratings Distortion policy. The station activities included suggesting in Spanish to listeners that they fill in their Arbitron ratings diaries in favor of WWFE.

ROC LEAVES DAB OPTIONS OPEN

The Radio Operators' Caucus, meeting in Las Vegas during the National Association of Broadcasters convention, has formally adopted the 11 objectives regarding digital audio broadcasting as set forth by the NAB (BROADCASTING, Feb. 18). Still, the ROC did not necessarily endorse adoption of any DAB system, including the Eureka 147 system, of which NAB is a proponent.

Emmis Broadcasting President Steve Crane, ROC spokesman, told BROADCASTING the caucus "specifically should be put on record not supporting Eureka or any other system." Crane said the ROC is "encouraging the development of all systems, including in-band systems, and are very much encouraging the development of all technologies." Crane said the ROC's position is driven by the theory that DAB technology is developing at such a pace "that to favor one over another might be a mistake at this point. We've got a way to go before we see how things will really emerge."

Crane said the in-band system currently being developed by Gannett with the support of CBS and Group W "is promising and definitely should be considered as a viable alternative for DAB." Contrary to some current speculation, Crane said he understood that an in-band system would accommodate both AM and FM, "and it might even work better in the AM band than in the FM band."

Was the NAB premature in announcing its support of the Eureka 147 system? "We want people to draw their own conclusion about that," Crane said.

ABC SPINS GOLD

ABC Radio Networks is launching *The Double Gold Collection*, a package of two new weekly oldies programs, *American Gold* and *Rock and Roll's Greatest Hits*, both of which will be written, hosted and produced by Dick Bartley.

Rock and Roll's Greatest Hits, which debuts May 4 and will air live Saturday night from ABC's New York studios, is a four-hour all-request gold show. No network commercials will be scheduled for the program throughout the remainder of 1991, but stations will have the opportunity to break for local spots. The program will be fed Saturday from 7 to 11 p.m. ET; the first three hours will be refed for stations in the Pacific time zone. A toll-free phone number also will be provided for listeners' requests.

The four-hour *American Gold* is scheduled to premiere in early June and will feature a countdown based on top hits from the 1960's and '70s, artist interviews, listener requests and lifestyle news and information. The program will be distributed on CD, with a broadcast window of 6 a.m.-7 p.m. on Saturday-Sunday.

most of his counterparts at other stations, does not see a change in policy anytime soon. "Clients expect it now—extra spots, billboard, half-hour specials—they expect it."

Hank Yaggi, president and general manager of Gannett-owned WUSA(TV) Washington, does not like billboarding. Said Yaggi: "We will sell the audience for our news, not the editorial side. As soon as you start selling your editorial side, your credibility starts to diminish." While money for promotion is being reduced, Yaggi said it is not affecting marketing and promotion plans because the costs for promotions (like advertising on radio) are also coming down in the recessionary climate.

While the duties of promotion departments may be changing, the primary focus, said Peter Smith, broadcast promotion manager for Pulitzer Broadcasting (seven network affiliates), is audience ratings. "One rating point increase over several books will bring in more money than small one-time only projects," said Smith. At Pulitzer, he said, promotion budgets are not being cut, but have just not grown as quickly as they did 10 years ago.

But not all operators are trying to do more with less. ABRY Communications (five TV's) partner Andrew Banks estimated ABRY stations try to spend 25% more than their competitors. ABRY, which focuses on turn-around properties, has spent heavily on elaborate promotions designed to bring viewers back to their stations in their new forms.

The changes in the promotion business are not going unnoticed by their trade association. This year's Broadcast Promotion and Marketing Executives (BPME) convention being held in June will focus more on marketing and costs than in years past and announce the results of an intensive survey about where promotion dollars have been going. **-JF**

CHANGING HANDS

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$297,500** □ **6**

FM's □ **$748,000** □ **4**

AM-FM's □ **$12,818,000** □ **6**

TV's □ **$37,000,000** □ **1**

Total □ **$50,863,500** □ **17**

Year to Date:

AM's □ **$14,812,497** □ **74**

FM's □ **$71,220,534** □ **80**

AM-FM's □ **$112,569,054** □ **66**

TV's □ **$209,394,000** □ **31**

Total □ **$407,996,085** □ **255**

For 1990 total see Jan. 7, 1991 BROADCASTING

WTTV(TV) Indianapolis and satellite WTTK(TV) Kokomo, Ind. □ Sold by Capitol Broadcasting Co. Inc. to River City Televison Partners Ltd. for $37 million. **Seller**, headed by Jim Goodmon, will acquire minority interest in River City; Capitol Broadcasting also owns WRAL-TV Raleigh-Durham, WRAL(FM) Raleigh and WJZY(TV) Charlotte, all North Carolina; WSTF(FM) Orlando, Fla.; WWMX(FM) Baltimore, and WRNL(AM)-WRXL(FM) Richmond, Va. **Buyer**, headed by Barry Baker and Larry D. Marcus, owns KDSM-TV Des Moines; KSTZ(FM) and KDNL-TV, both St. Louis, and KABB(TV) San Antonio, Tex. Baker also has interests in Metro Broadcasting Inc., licensee of WIBV(AM) Belleville, Ill. *Broker: R.C. Crisler & Co. and Communications Equity Associates.*

WOOD-AM-FM Grand Rapids, Mich. □ Sold by United Artists Broadcast Properties to Bruce Holberg for estimated $10 million-$11 million. Station sold in 1987 for $18.55 million ("Changing Hands," Aug. 17, 1987). **Seller** is affiliate of United Artists Entertainment, Colorado-based owner of cable systems and movie theaters; stations were its only broadcast properties. **Buyer** is president of radio division of group owner TAK Communications, which owns WUSL(FM) Philadelphia, WJQY(FM) Miami and WKIO(FM) Urbana, Ill. TAK Communications also owns six TV's. WOOD(AM) is fulltimer with adult contemporary format on 1300 khz with 5 kw. WOOD-FM has easy listening format on 105.7 mhz with 265 kw and antenna 810 feet above average terrain. *Broker: Communications Equity Associates.*

WOCB-AM-FM West Yarmouth, Mass. □ Sold by Patch-Dunn Association of Cape

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*Source:
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■ **New York** WBAI(FM) 99.5 mhz—April 8 application for CP to change ERP: 4.3 kw H&V; change ant.: 415 m.

■ **Oneonta, NY** (no call letters) 91.7 mhz- -April 9 application for mod. of CP (BPED891204MA) to change ERP: 57 kw H 2.28 kw V; ant.: 161 m.; TL: off Swart Hollow Rd., 3.5 km S of Oneonta, NY.

■ **Pittsburgh** WEZE(FM) 104.7 mhz—April 3 application for mod. of CP (BPH901120IA) to change directional antenna pattern.

■ **Union City, PA** WCTL(FM) 106.3 mhz—April 4 application for CP to change ERP: 3.4 kw H&V; ant.: 131 m.; change TL: 1.5 km S of intersection of Hopson & Fuller Rds., 6.9 km W of Wattsburg, PA; main studio location.

■ **Abbeville, SC** WZLA-FM 92.9 mhz—April 11 application for CP to change ERP: 6 kw H&V.

■ **Hilton Head Island, SC** WIJY(FM) 105.5 mhz—April 3 application for mod. of CP (BPH851216NE) to change TL: Port Isabel Turning Basin, TX.

■ **Surgoinsville, TN** WEYE(FM) 104.3 mhz—April 12 application for CP to change ERP: 4.4 kw H&V.

■ **Clifton, TX** KWOW(FM) 103.3 mhz—April 4 application for CP to change ERP: 8.369 kw H&V; ant.: 175 m.; change TL: State Rte. 708, 6.5 mi E of Clifton, TX; class: C3 (per docket #89-568).

■ **Crystal City, TX** KHER(FM) 94.3 mhz—April 5 application for CP to change ERP: 3 kw (H) only.

■ **Port Isabel, TX** KVPA(FM) 101.1 mhz—April 3 application (BMPH910403IF) granted for mod. of CP (BPH851216NE) to change TL: Port Isabel Turning Basin, TX.

■ **Exmore, VA** WPHG(FM) 106.1 mhz—April 8 application for mod. of CP (BPH880324MP) to change ERP: 25 kw H&V; change class: B1 (per docket #90-371).

■ **Columbus, WI** WYKY(FM) 100.5 mhz—April 2 application for CP to change ERP: 6 kw H&V.

TV's

■ **Mayaguez, PR** WNJX-TV ch. 22—April 9 application for CP to change ERP: 1,550 kw (vis); ant.: 620 m.; change TL: Monte Del Estado Antenna Farm, 3.5 km S of Maricao, PR; ant: Andrew ATW 30H5-HTC-225(DA)(BT) 18 09 05N 66 59 20W.

Actions

AM's

■ **Anaheim, CA** KORG(AM) 1190 khz—April 12 application (BMP910228AE) granted for mod. of CP (BP840424AJ) to modify daytime and patterns.

■ **Oklahoma City** KQCV(AM) 800 khz—April 12 application (BP900405CS) granted for CP to increase day power to 2.5 kw; add night service with 500 watts; change from non-DA to DA and change TL: to W side of County Line Rd., .72 km, N.N.W. of intersection of County Line Rd. and 59th St., Oklahoma City 35 24 45N 97 40 26W.

■ **Ceiba, PR** WFAB(AM) 890 khz—April 11 application (BMP900227AF) dismissed for mod. of CP (BP840914AA) to change TL: to Santiago Lima Ward, Nayuabo, PR and make changes in antenna system.

FM's

■ **Mobile, AL** WAYF(FM) 88.5 mhz—April 12 application (BMPED901211ID) dismissed for mod. of CP (BPED860815MB) to change ant.: 190.8 m.; TL: 30 40 55.5N 87 49 40.8W; change to class C1.

■ **Barstow, CA** KXXZ(FM) 95.9 mhz—April 8 application (BMPH900917IE) granted for mod. of CP (BPH851029MI) to change antenna height supporting-structure.

■ **Berkeley, CA** KPFB(FM) 89.3 mhz—April 8 application (BPED910115IB) granted for CP to change ERP: .460 kw H; ant.: -30 m.; change TL: 1929 Martin Luther King Jr. Way, Berkeley, CA 94704; other: new DA pattern.

■ **China Lake, CA** KSSI(FM) 102.7 mhz—March 14 application (BMPH901126IA) granted for mod. of CP (BPH870313NW) to change ant.: -6.7 m.; TL: on S side of Ridgecrest-Inyokern Rd., .35 km E of N Downs St., Ridgecrest, CA.

■ **Fresno, CA** KNAX(FM) 97.9 mhz—April 11 application (BMPH910205ID) granted for mod. of CP (BPH890915IH) to change antenna supporting structure height.

Green Acres, CA KRAB(FM) 106.3 mhz—April 12 application (BPH900813IE) granted for CP to change ERP: 3.9 kw H&V; change ant.: 125 m.; TL: NW 1/4, lot 13, Block 24, Township 28 S, range 27 E, Mount Diablo Meridian; 0.57 km due W of Woody Rd., 6 km N of Oildale, CA.

■ **Ventura, CA** KAGR(FM) 107.1 mhz—April 8 application (BPH900531ID) granted for mod. of CP (BPH11145 as mod.) to change ERP: .42 kw H&V.

■ **Visalia, CA** KGYU(FM) 96.1 mhz—April 2 application (BMPH901129IA) granted for mod. of CP (BPH870331NJ) to change ERP: 4.78 kw H&V ant.: 109 m. TL: in Venice Hills 11.7 km NE of Central Visalia at 68 degree (T).

■ **Washington** WGMS-FM 103.5 mhz—April 11 application (BPH900205IG) granted for CP to change ERP: 44 (max-DA) kw H&V; change ant.: 158 m.; and to replace DA.

■ **Fort Myers Villas, FL** WSUV(FM) 106.3 mhz—April 11 application (BMPH901231IA) granted for mod. of CP (BPH820825BZ) to change ERP: 6 kw H&V; ant.: 81 m.; TL: 16287 Old U.S. 41 S, near Fort Meyers, FL.

■ **Dock Junction, GA** WXMK(FM) 105.9 mhz—April 11 application (BMPH901002IA) granted for mod. of CP (BPH870910MJ) to change ERP: 6.2 kw H&V; ant.: 149 m.; TL: .67 km SW of Hwy. 303, Blyth Island, GA.

■ **Royston, GA** WPUP(FM) 103.7 mhz—April 12 application (BPH901213IC) granted for CP to change ERP: 25 kw H&V; ant.: 100 m.; TL: 4.4 km NE of the Community of Pocataligo in Madison County, GA; change from channel 279A to 279C3 (per docket #89-523).

■ **Thomasville, GA** WSTT-FM 107.1 mhz—April 12 application (BPH901224IE) granted for CP to change ERP: 68.2 kw H&V; change ant.: 251 m.; TL: approximately 3.3 km NW of the intersection of County Rte. 154 and US Rte. 319, FL; change from channel 296A to channel 296C1 (per docket #87-455 and FCC document no. 90-1818).

■ **Tifton, GA** WPLH(FM) 107.5 mhz—April 8 application (BPED900308IH) granted for CP to change FREQ: 104.9 mhz.

■ **Benton, IL** WQRL(FM) 106.3mhz—April 10 application (BPH901210ID) granted for CP to change ERP:

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration[2]	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. 1 Penetration percentages are of TV household universe of 92.1 million. [3] Construction permit. [4] Instructional TV fixed service. [5] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.